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MARKETING CONCEPT - MODERN VISION FOR TOURISM DEVELOPMENT

Theoretical
article

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Abstract

Nowadays marketing appears to be the result of long efforts of generalization and reflection of economical theory regarding marketing practice that has emerged and developed as a consequence of contemporary social and economic dynamism.

Through the implementation of an effective marketing system and modern Romanian tourism, constantly improving quality performance of products or services will be provided towards achieving a performing tourism.

The recent ongoing development of tourism, vast global expansion, the development of tourism in tourist reception structures by applying a suitable marketing will increase the tourism potential consumer's satisfaction.

In order to obtain a sustainable position in the tourism market and tourism companies must address complex marketing plan strategies.

INTRODUCTION

The rapid and continuous development of services in the last decades generated a background of a younger branch of marketing (Kotler, 1997), which captures the peculiarities of services marketing. This represents a specific service process that seeks to identify the desires and needs of consumers and their satisfaction in the right place and at the right time, at the most attractive price.

Services marketing theory (Berkowitz, Kerin & Rudelius, 1989), is based on their nature and characteristics, and consumer behavior of services, at the same time distinguishing them from material goods offered on the market.

Tourism (Olteanu, 2002), is a segment of the service industry, but specifically the application of marketing in tourism was done long before the conceptualization of marketing services.

2. MATERIALS AND METHODS

2.1. Marketing – the concept that configures a modern vision of the Company's guidance.

The sphere of definitions assigned marketing is complex. As its evolution there have been many attempts to define as complete and adequate, the significance of marketing. Thus, (Balaure, 2002) "the term marketing has come to be designated a field of science, a discipline, an approach, a practical activity, a function of the company etc."

Over time, marketing has made remarkable developments, on multiple levels, generated by the test that entrepreneurs had to go through in the economic and social dynamism they acted.

Specialization marketing is a major feature specific for contemporary marketing.

From the multitude of criteria were detached three: economic activity profile, the territorial and organizational level of economic activity (Balaure, 2002).

The main criterion is the profile of economic activity.

Profile economic activity highlights three specializations of marketing: marketing consumer goods, capital goods marketing (or Intermediate) and services marketing.

Among other names that are assigned are: Intermediate goods marketing, marketing productive use goods (Patriche, 1994), marketing goods production, marketing goods services, etc.

2.2. Services marketing are a branch quite clearly delineated, both theoretical and practical. Its constitution, as distinctive field of marketing, is based on some specific reflected in a particular content in which are found in the same time, common items of goods and services as a whole, and each category of service basis.

Services are considered in most definitions developed by specialist in marketing as "activities that result in utilities designed to meet the needs of society" (Olteanu, 2002). KJ Blois believes that "Service is any activity that provides benefits without necessarily entails an exchange of tangible goods."

It has the same vision (Kotler, 1997) for which "service is any activity or benefit that one party can offer to another that is generally intangible and whose result does not imply ownership of a material good."

According to this definition, the services are always materialized utilities, understood differently, depending on the position of the consumer to the provider.

When performance is conducted in the presence of consumer, utility is perceived directly by the specific activities, while in the case that services are rendered in the absence of consumer utility is perceived indirectly, as a result of activities performed.

Services' marketing is different from other specializations of marketing and service characteristics. Philip Kotler formulates the following specific characteristics of services (Kotler, 1997): intangibility, inseparability, variability (heterogeneity) and perish ability. Contextual differences that influence in a largely services marketing are:

poor development of marketing at the enterprise level service providers. Currently, if these businesses, marketing departments are beginning to realize their functions and focuses generally on service promotion (advertising, sales promotion, personal selling and public relations), other components of the marketing mix is assigned to other departments within the company.

poorly supported concern for the development of marketing skills of the personnel service's provider. It happens often, that the marketers carefully consider the quality of services provided without taking into account the skills shown by personnel provider vis-à-vis the consumer.

different organizational structures. The organizational structures of service enterprises are different, depending on the size of capital, the nature of services, spatial location, etc. Because of this, marketing activities, depending on their objectives is unique from one company to another.

insufficient information available on the market about the performance of other companies. The variety of services determinates the impossibility of creation of an encompassing database about performance competitors.

the influence of regulations and legislation, on the activity of firms that provide services.

2.3. Features of the application of marketing in tourism. In recent decades, tourism has experienced a significant development, driven by a continuing increase and diversification of supply and tourism demand in most geographical areas. This led to an increase in social and economic importance of tourism to the national economy, and in international economic relations.

Involvement of marketing in tourism activities requires the fulfillment of specific features aimed at the application of marketing optics in a practical approach of tourism enterprise. The real meaning of these functions can be defined by reference to their common general functions, specific marketing activities, regardless of scope.

Features that differentiate them are the manner and extent to which the content of each function assures the connection with the specifics of the activity of tourism.

Thus, in order to be effective, the company's marketing business travel will be oriented according to the following functions:

Investigate the market, the needs of tourism consumption. The objective of this function it is to obtain information on existing tourism markets, as well as about the potential ones, the complex needs of tourism consumption, their motivation, consumer behavior tourism products and services. Tourism enterprises are facing constantly with consumer purchasing behavior and it is becoming more diverse and sometimes unpredictable. Because of this, knowledge of tourist, as subject and object of tourism demand and supply is primary.

The consumer of products and travel services are oriented in their buying, depending on a multitude of complex factors such as needs, motivations, aspirations, cultural and spiritual values, habits, income etc.

It is very important also investigating other components of the environment and those influences which are found in the tourists acts of buying and consumption.

Dynamic linking of tourism to the economic and social environment. Through this function aims high mobilization of all resources available to tourism businesses in order to adapt to market requirements. It also seeks to promote "creative spirit in the entire activity of tourism enterprises, to ensure constant renewal of its product offering travel services, improve forms of marketing, diversification of promotional actions etc. (Balaure, 2002)".

This function requires permanent reporting of tourism to physiognomy and requirements of tourist market. Tourism businesses must continuously adapt to developments of this complex environment, sometimes predictable, sometimes hard to find.

Satisfying the superior conditions needs of tourism consumption is a function which targets producing and offering only those products and services that are necessary for satisfying tourist demand, marketing them in optimal conditions, informing consumers on ways that they can benefit of the tourism offer, and orientating the tourism demand relative to the general interests of the company This function involves the exercise of actions to ensure a balance between the supply of products and services and tourism company whose needs are addressed. This function highlights, to a large extent, the social performance of each tourism enterprises

Maximizing the profit. Achieving this function involves, first, a rigorous enterprise resource allocation, then an optimization of the structure of tourism in relation with the economic and social objectives of the enterprise and finally optimizing the progress of business process. "In view of marketing, profit maximization, as the reason of the existence of any businesses, equates to a modern management, fully connected to the market requirements of consumers.

Marketing contribution to the achievement of such management is focused on providing market information necessary to the adoption of economic decisions in the elaboration and substantiation criteria for evaluation of the activities in determining economic and social levels of performance etc. (Balaure, 2002)".

Applying tourism marketing functions and using its methods and techniques, enterprises can evaluate tourism in superior conditions, requirements and needs of domestic and international tourism market, to adapt to these changes to use in conditions of maximum efficiency, their resources to meet the most varied demands.

Application of marketing tourism, ensure superior efficiency of the activities in this area in a market economy. In tourism, marketing implementation specifics are determined both by the characteristics of the tourism market and consumption, as well as the nature of the specific activities of tourism enterprises.

Being part of the services market, tourist market takes a series of features determined by the general features of services. Most tourism companies are service companies that offer complex packages of goods and services that has a large share in the packages

The main motivation of the capitalization of tourism enterprises is the tourist (customer) that identifies and consumes the offered performance. When a tourist procures, at his home or in advance a flat travel, a place of accommodation, transport etc., he gets the right to benefit of them, but not the performance of tourism itself. Of the performance

of tourism he will benefit when he will reach the chosen tourist destination.

Therefore, the abstract nature of the benefits of tourism services determines perceptions and evaluations different from consumers, about the same benefits. The decision to purchase a service or tourism product is influenced by the fact that it can not be seen, examined and compared before purchasing act.

Complementarities of tourism products and services determine certain features in the application of marketing in tourism. This complementarities exists in relation to other offers of travel businesses, on the one hand and in relation to human behavior, on the other hand

Usually tourists needs and requirements can not be satisfied by a single tourism enterprise and therefore the customers are searching, most often, among the offer of several tourism enterprises, leading to the creation of complementary relationships.

Full satisfaction of tourist demand is achieved through a comprehensive package of goods and services resulting from their combination and belonging to different tourism enterprises.

To ensure complete tourist offer, a tourism company uses services of several companies (accommodation, food services, public services, transport, telecommunications, trade, etc.). Complementarily of tourism derives from the fact that a single tourism enterprise has limited possibilities for the distribution of its product, but also because "the marketing efforts of a company can be compromised by a different marketing policy, consciously or unconsciously practiced by companies that enter in the relationship of complementarities.

Between travel products and services there is interdependence, so that the poor quality of services provided by a bidder may have repercussions on the entire offer. Instead, the high quality of tourism service provided by a company can increase the turnover of the other tenderness whose services are part of the package offered.

The tourist offer services aims not only benefits of various travel companies, but also the components of tourism potential, natural and anthropogenic, that, in addition to the fact that brings to the offer different degrees of attractiveness, may represent significant motivations that induce tourists to move towards the tourist offer. These elements make up the complementary nature of tourism.

Consumer behavior services and tourism products have also significant implications for tourism marketing activity.

Tourism demand, marked by a high elasticity reporting to the income of tourists and the

prices of different companies, is influenced by a range of extra-factors, such as adverse weather conditions, constraints of religious, political instability in some area etc.

All these peculiarities, specific for processes and phenomena in the field of tourism, are establishing a marketing approach different from that corresponding with other fields of activity.

CONCLUSIONS

Sustainable development of tourism products, their continuous adaptation to market changes, implementation of marketing strategies based on market research conducted rigorously, are the main strands in the development of tourism companies and the imposition of Romania's image in the international market as a good tourist destination personalized and differentiated from other competitive destinations.

Approaching the issues regarding marketing strategies for Romanian tourism development led to highlight the following conclusions:

in decisions, Romanian tourism entrepreneurs must have regard to all relevant information on European tourism marketing environment components, the market segment to which it is addressed Romanian tourism products;

Romanian tourism businesses can choose from the diversity of market strategies, the one that best suits the purpose of the company, and will take into account the effects of the action of exogenous and endogenous factors;

competition is the great challenge facing the Romanian tourism companies, enabling them to capitalize their resources and opportunities. To gain a competitive advantage in the Romanian tourism companies must apply appropriate competitive strategies that help them achieve an advantageous position on the European market.

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